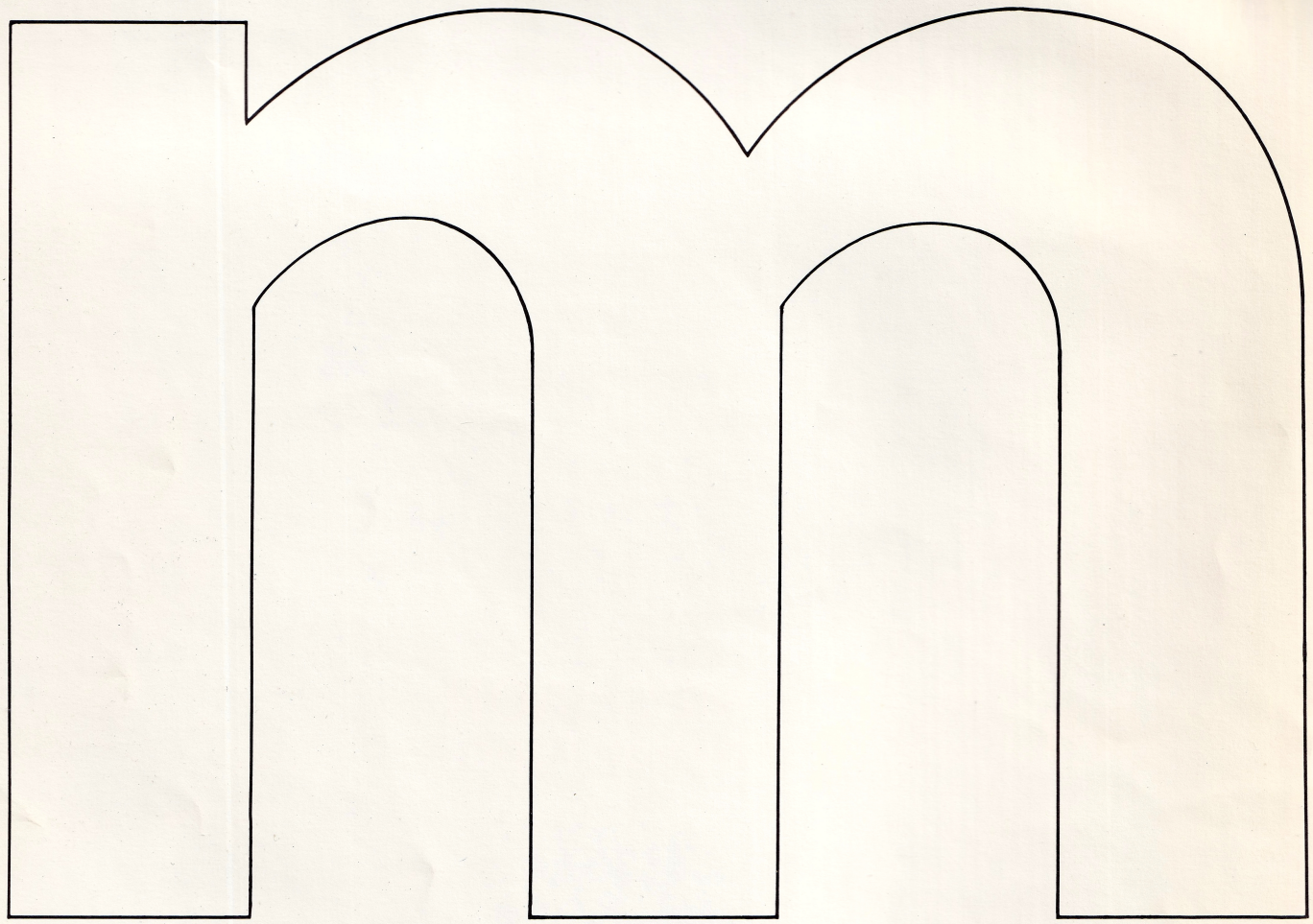
MEGARON
by VariTyper



MEGARON - an entirely new look in VariTyper typography - was inspired by the great wave of interest in wide gothic type styles. It is closely related to a highly popular design that emerged from a European origin to meet a broad acceptance throughout the world. Because of its crisp, modern look and excellent readability it has been adopted by many concerns as their standard 'corporate image' type style.

MEGARON, by VariTyper, is available for use on VariTyper and Headliner machines. Sizes are from 7 point to 48 point; in roman and its matching italic; in bold and its matching italic.

On the pages that follow are shown each of the styles in each available size. Also shown are samples showing how these types look in use in typical jobs.

7 PT. 1080-7D
Typography is architecture, and the typographer is the architect. The building bricks he uses are the type faces, and the mortar is the spacing he selects for his composition. His blueprints are called layouts and his type rule is his stock of drafting instruments. The

8 PT. 1080-8C
Typography is architecture, and the typographer is the architect. The building bricks he uses are the type faces, and the mortar is the spacing he selects for his composition. His blueprints are

9 PT. 1080-9B
Typography is architecture, and the typographer is the architect. The building bricks he uses are the type faces, and the mortar is the spacing he selects for his composition.

10 PT. 1080-10A
Typography is architecture, and the typographer is the architect. The building bricks he uses are the type faces, and the mortar is the spacing he selects for

VARITYPER STYLE 1080

megaron MEDIUM

created by VariTyper

HEADLINER STYLE 310

16 POINT V16-310

TYPOGRAPHY IS ARCHITECTURE, and the typographer is the architect. The building bricks he uses are the type face

18 POINT V18-310

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20 POINT V20-310

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24 POINT V24-310

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36 POINT V36-310 U & L

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42 POINT V42-310 U & L

TYPOGRAPHY is archi

lucerne

BACKGROUND

Lucerne is situated 1434 feet above sea-level where the River Reuss leaves the Lake of Lucerne. It is the capital of the canton of the same name. The canton covers 1492 square kilometres, the city itself 16 square kilometres. The canton numbers some 225,000 inhabitants, of whom 75,000 dwell in the city. The District of Lucerne (city and suburbs) includes a good 125,000 inhabitants. The urban population is made up of 72% Roman Catholic and 23% Reformed Church (Protestant) and 5% other denominations (Old Catholics, Jewish, etc.).

HEADLINER: V42-311 VARITYPER: 1080-10A, 1130-8C

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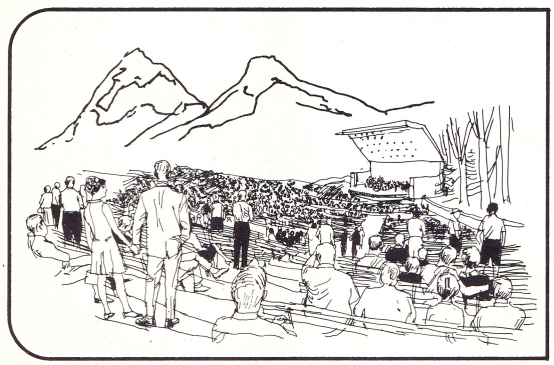
HEADLINER: V24-310 VARITYPER: 1130-10A, 1080-7D

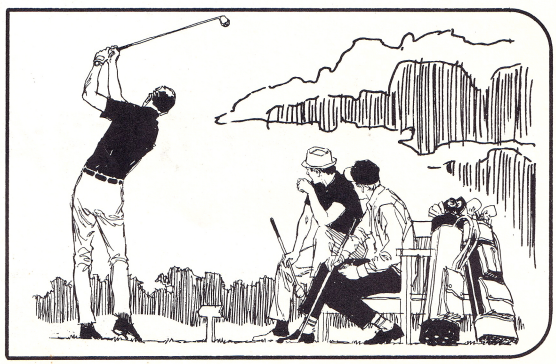
Culture

The International Festival of Music in summer and the Municipal Theatre in winter are thriving centres of cultural activity. The concert halls are every bit as active as the stage. The Conservatoire and the School of Sacred Music carefully cultivate young talent.



Sports

Aquasports (Lido), tennis, riding, rowing, sailing, golf, athletics, ice sports, ball games fencing, etc. are all practised in Lucerne. The Concours Hippique, horseracing, Sailing Regattas and the Rowing Championships feature international sporting celebrities.



HEADLINER: V24-312
VARITYPER: 1080-9B

7 PT. 1085-7D

Typography is architecture, and the typographer is the architect. The building bricks he uses are the type faces, and the mortar is the spacing he selects for his composition. His blueprints are called layouts and his type rule is his stock of drafting instruments. The

8 PT. 1085-8C

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10 PT. 1085-10A

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VARITYPER STYLE 1085

megaron ITALIC

created by VariTyper

HEADLINER STYLE 311

16 POINT V16-311

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18 POINT V18-311

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42 POINT V42-311 U & L

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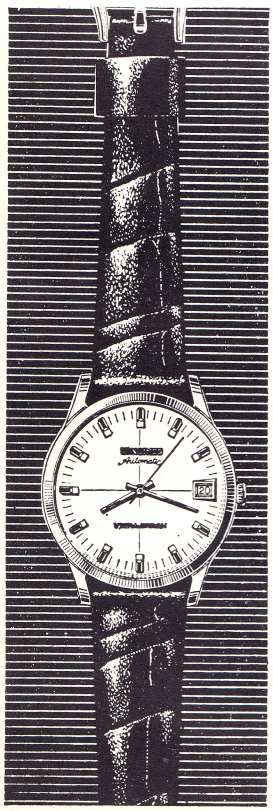
HEADLINER: V20-310 VARITYPER: 1130-8C



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HEADLINER: V42-311
VARITYPER: 1080-8C, 1130-8C

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LATE AGAIN The Singers Three

F

FORMAT RECORDS

HEADLINER: V24-312
VARITYPER: 1130-8C

8 PT. 1130-8C

Typography is architecture, and the typographer is the architect. The building bricks he uses are the type faces, and the mortar is the spacing he selects for his composition. His blueprints are

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10 PT. 1130-10A

Typography is architecture, and the typographer is the architect. The building bricks he uses are the type faces, and the mortar is the spacing he selects for his composition. His blueprints are called layouts and his type rule is his stock of drafting instruments. The typographer is versatile for he is both artist and technician. The hard rules of mathematics must

VARITYPER STYLE 1130

megaron BOLD

created by VariTyper

HEADLINER STYLE 312

16 POINT V16-312

TYPOGRAPHY IS ARCHITECTURE, and the typographer is the architect. The building bricks he uses are the type fa

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7 PT. 1135-7D

Typography is architecture, and the typographer is the architect. The building bricks he uses are the type faces, and the mortar is the spacing he selects for his composition. His blueprints are called layouts and his type rule is his stock of drafting instruments. The

9 PT. 1135-9B

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8 PT. 1135-8C

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10 PT. 1135-10A

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VARITYPER STYLE 1135

megaron BOLD ITALIC created by VariTyper

HEADLINER STYLE 313

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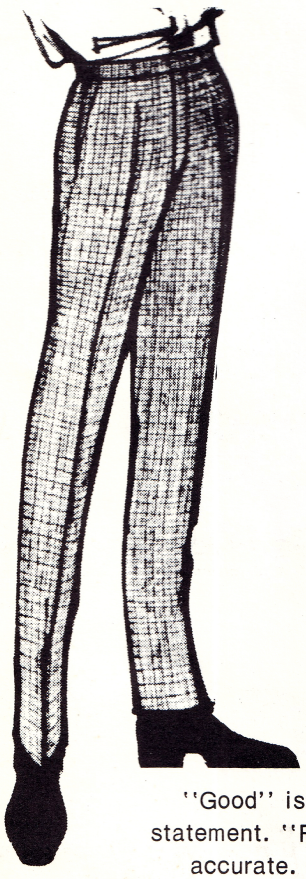

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